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## **BREEDERS' CUP REVEALS OFFICIAL LOGO FOR 2018 BREEDERS' CUP WORLD CHAMPIONSHIPS AT CHURCHILL DOWNS**

*Unique Design Celebrates the Return of Breeders' Cup to Famed Racetrack*

**LOUISVILLE (October 31, 2017) – The Breeders' Cup**, one of thoroughbred horseracing's most prestigious international events, today revealed the logo for the 2018 Breeders' Cup World Championships, which will take place on November 2 and 3 at the legendary Churchill Downs racetrack in Louisville, Kentucky for the ninth time. The logo incorporates a stunning design that brings together two iconic American horseracing organizations – Breeders' Cup, the world championships of thoroughbred horse racing and Churchill Downs, a historic American racing institution that is among the most visually recognizable racing venues in the world.

The 2018 Breeders' Cup World Championships logo utilizes a horizontal, modular design, marking a departure from recent event logos. The innovative, rectangular structure enables each of the logo's distinct components to stand out while contributing to the larger narrative. With the image of Churchill Downs' classic twin spires positioned behind the Breeders' Cup primary mark, the logo symbolizes the combination of the two iconic brands, while alluding to a sense of depth and motion. The typographic treatment draws from the region surrounding Churchill Downs, instilling a distinct sense of place unique to Louisville. Additionally, the color palette of the logo is inspired by the fall season, when the championships are held, and incorporates hues that complement the rich purple color central to Breeders' Cup.

Breeders' Cup collaborated with SME Branding, a strategic sports branding agency whose clients include world-class sporting brands such as the Atlanta Braves and the Kentucky Derby, to create the new logo. The partnership draws on SME's creative excellence and thought leadership to create a logo emblematic of Breeders' Cup's position as a global horseracing and lifestyle event.

"We are excited to return to Louisville for the 2018 Breeders' Cup World Championships and believe this logo is a wonderful representation of our event," said Craig Fravel, President and CEO of the Breeders' Cup. "The design for the 2018 World Championships logo is modern and sleek, and perfectly captures the rich history and deep connection between Breeders' Cup and Churchill Downs."

To learn more about the 2018 Breeders' Cup World Championships and to sign up for ticketing information, please visit [www.breederscup.com/2018](http://www.breederscup.com/2018).

**About Breeders' Cup**

The Breeders' Cup administers the Breeders' Cup World Championships, Thoroughbred racing's year-end Championships. The Breeders' Cup also administers the Breeders' Cup Challenge qualifying series, which provides automatic starting positions into the Championships races. The 2018 Breeders' Cup World Championships, consisting of 13 Grade I races with purses and awards totaling more than \$28 million, will be held November 2-3 at Churchill Downs in Louisville, Kentucky, and will be televised live by the NBC Sports Group. The Breeders' Cup culminates with the \$6 million Breeders' Cup Classic, which was rated No. 1 in the world in the final 2016 Longines World's Best Horse Race rankings. Breeders' Cup press releases appear on the Breeders' Cup Web site, [www.breederscup.com](http://www.breederscup.com). You can also follow the Breeders' Cup on social media platforms [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#).

**About Churchill Downs**

Churchill Downs, the world's most legendary racetrack, has conducted Thoroughbred racing and presented America's greatest race, the Kentucky Derby, continuously since 1875. Located in Louisville, the flagship racetrack of Churchill Downs Incorporated (NASDAQ: CHDN) offers year-round simulcast wagering at the historic track. Churchill Downs will conduct the 144th running of the Kentucky Derby Presented by Woodford Reserve on May 5, 2018. The track's 2017 Fall Meet is scheduled for Oct. 29-Nov. 26. An eight-time host to the Breeders' Cup World Championships, Churchill Downs will again be the site of that event on Nov. 2-3, 2018. Information is available at [www.ChurchillDowns.com](http://www.ChurchillDowns.com).

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